

**WHAT IS CLAIMED IS:**

1. A method for packaging and distributing data to a device, comprising:
  - separating the data into one or more portions;
  - converting each portion into one or more formats;
  - encapsulating the converted data in one or more packets, each packet corresponding to one portion and one format; and
  - selecting a packet for delivery to the device based on a set of criteria.
2. The method of claim 1, further comprising digitizing the data.
3. The method of claim 2, further comprising storing the digitized data.
4. The method of claim 1, further comprising delivering the packet to the device.
5. The method of claim 4, wherein the device is operable to decode the packet.
6. The method of claim 5, wherein the packet contains decoding instructions.
7. The method of claim 1, wherein the set of criteria includes criteria received from the device, or determined from communication with the device.
8. The method of claim 1, further comprising updating the set of

criteria.

9. The method of claim 8, wherein updating the criteria further comprises receiving a criterion from the device.

10. The method of claim 9, wherein updating the criteria further comprises analyzing a bandwidth of the device.

11. The method of claim 1, wherein converting the data further comprises augmenting the data.

12. The method of claim 11, wherein augmenting the data further comprises adding information including information pertaining to: vibration or a channel guide or e-commerce or games or additional video data or interactivity or preferences or surveys.

13. The method of claim 1, wherein selecting a packet further comprises evaluating the set of criteria.

14. The method of claim 13, wherein evaluating the set of criteria is based on a set of rules.

15. The method of claim 1, wherein the data to be packaged and distributed to the device is transmitted data, stored data, or data obtained from the Internet.

16. The method of claim 15, wherein the data is a television broadcast and the device is a mobile telephone on a wireless network.

17. A system for packaging and distributing data to a device, operable for:

- separating the data into one or more portions;
- converting each portion into one or more formats;
- encapsulating the converted data in one or more packets, each packet corresponding to one portion and one format; and
- selecting a packet for delivery to the device based on a set of criteria.

18. The system of claim 17, further operable for digitizing the data.

19. The system of claim 18, further operable for storing the digitized data.

20. The system of claim 17, further operable for delivering the packet to the device.

21. The system of claim 20, wherein the device is operable to decode the packet.

22. The system of claim 21, wherein the packet contains decoding instructions.

23. The system of claim 17, wherein the set of criteria includes criteria received from the device, or determined from communication with the device.

24. The system of claim 17, further operable for updating the set of criteria.

25. The system of claim 24, wherein updating the criteria further comprises receiving a criterion from the device.

26. The system of claim 25, wherein updating the criteria further comprises analyzing a bandwidth of the device.

27. The system of claim 17, wherein converting the data further comprises augmenting the data.

28. The system of claim 27, wherein augmenting the data further comprises adding information including information pertaining to: vibration or a channel guide or e-commerce or games or additional video data or interactivity or preferences or surveys.

29. The system of claim 17, wherein selecting a packet further comprises evaluating the set of criteria.

30. The system of claim 29, wherein evaluating the set of criteria is based on a set of rules.

31. The system of claim 17, wherein the data to be packaged and distributed to the device is transmitted data, stored data, or data obtained from the Internet.

32. The system of claim 31, wherein the data is a television broadcast and the device is a mobile telephone on a wireless network.

33. A system for packaging and distributing streaming data to devices on a wireless network, comprising:

- a device on the wireless network; and

- a media bridge, wherein the media bridge is coupled to the wireless network and a source of the streaming data, and wherein the media bridge is further configured for:

- separating the streaming data into one or more portions;

- converting each portion into one or more formats;

- encapsulating the converted data in one or more packets, each packet corresponding to one portion and one format; and

- selecting a packet for delivery to the device based on a set of criteria.

34. The system of claim 33, wherein the media bridge is further operable for digitizing the data.

35. The system of claim 34, wherein the media bridge is further operable for storing the digitized data.

36. The system of claim 33, wherein the media bridge is further operable for delivering the packet to the device.

37. The system of claim 36, wherein the device is operable to decode the packet.

38. The method of claim 33, wherein the packet contains decoding instructions.

39. The system of claim 33, wherein the set of criteria includes criteria received from the device, or determined from communication with the device.

40. The system of claim 33, wherein the media bridge is further operable for updating the set of criteria.

41. The system of claim 40, wherein updating the criteria further comprises receiving a criterion from the device.

42. The system of claim 41, wherein updating the criteria further comprises analyzing a bandwidth of the device.

43. The system of claim 33, wherein converting the data further comprises augmenting the data.

44. The system of claim 43, wherein augmenting the data further comprises adding information including information pertaining to: vibration or a channel guide or e-commerce or games or additional video data or interactivity or preferences or surveys.

45. The system of claim 33, wherein selecting a packet further comprises evaluating the set of criteria.

46. The system of claim 45, wherein evaluating the set of criteria is based on a set of rules.

47. The system of claim 33, wherein the data to be packaged and

distributed to the device is transmitted data, stored data, or data obtained from the Internet.

48. The system of claim 47, wherein the source of the streaming data is a television broadcast and the device is a mobile telephone.

49. A software system or computer program for packaging and distributing data to a device, comprising a tangible storage medium containing instructions translatable for:

- separating the data into one or more portions;
- converting each portion into one or more formats;
- encapsulating the converted data in one or more packets, each packet corresponding to one portion and one format; and
- selecting a packet for delivery to the device based on a set of criteria.

50. The system or program of claim 49, further translatable for digitizing the data.

51. The system or program of claim 50, further translatable for storing the digitized data.

52. The system or program of claim 49, further translatable for delivering the packet to the device.

53. The system or program of claim 52, wherein the device is operable to decode the packet.

54. The system or program of claim 53, wherein the packet contains decoding instructions.

55. The system or program of claim 49, wherein the set of criteria includes criteria received from the device, or determined from communication with the device.



56. The system or program of claim 49, further translatable for updating the set of criteria.

57. The system or program of claim 56, wherein updating the criteria further comprises receiving a criterion from the device.

58. The system or program of claim 57, wherein updating the criteria further comprises analyzing a bandwidth of the device.

59. The system or program of claim 49, wherein converting the data further comprises augmenting the data.

60. The system or program of claim 59, wherein augmenting the data further comprises adding information including information pertaining to: vibration or a channel guide or e-commerce or games or additional video data or interactivity or preferences or surveys.

61. The system or program of claim 49, wherein selecting a packet further comprises evaluating the set of criteria.

62. The system or program of claim 61, wherein evaluating the set of criteria is based on a set of rules.

63. The system or program of claim 49, wherein the data to be packaged and distributed to the device is transmitted data, stored data, or data obtained from the Internet.

64. The system or program of claim 63, wherein the data is a

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television broadcast and the device is a mobile telephone on a  
wireless network.